

AMENDMENTS TO THE CLAIMS

*Please find a reproduction of all the pending claims below, including a status identifier for the claim, wherein claim 1 has been currently amended:*

In the claims

1. (Currently amended) A moving-loop advertisement device comprising:
  - a cover;
  - a rod assembly composed of at least two rollers arranged in parallel, wherein one of the two rollers acts as a driving roller and is mounted in said cover, and the other roller acts as a driven roller out of the cover;
  - a driving device for driving said driving roller to rotate;
  - a display screen surrounding the at least two rollers, wherein advertisement sections are provided on the rolling screen and ~~plural~~multiple labels are formed along one edge of the display screen; and
  - a position sensor mounted in said cover and emitting signals to detect whether any label passes through the position sensor;

wherein when any label passes through the position sensor, said driving device is paused to stop the rotation of the display screen thus to ~~demonstrate~~reveal one complete advertisement section.

2. (Original) The moving-loop advertisement device as claimed in claim 1, wherein said position sensor is an optical sensor.

3. (Withdrawn) The moving-loop advertisement device as claimed in claim 2, wherein the advertisement device further has a tension adjustment device provided on the rod assembly to apply outward tension forces with opposite directions on the rolling screen, wherein when the display screen is rolling, the applied opposite tension forces maintain a surface of the display screen smooth.

4. (Withdrawn) The moving-loop advertisement device as claimed in claim 3, wherein said tension adjustment device is a coil formed by two segments both twisted around one of the at least two rollers, where the two segments have opposite twisting directions.

5. (Withdrawn) The moving-loop advertisement device as claimed in claim 4, where two distal ends of the coil respectively abut against two enlarged ends of the one of the at least two rollers.

6. (Withdrawn) The moving-loop advertisement device as claimed in claim 3, wherein said tension adjustment device is helical ribs integrally raised from and wound around one of the at least two rollers, where the helical ribs are divided into two groups with opposite winding directions on the one of the at least two rollers.

7. (Withdrawn) The moving-loop advertisement device as claimed in claim 5, wherein the at least two rollers are formed by a driven roller and a driving roller to which

the driving device connects, and the coil is twisted around the driven roller.

8. (Withdrawn) The moving-loop advertisement device as claimed in claim 7, wherein the at least two rollers are formed by a driven roller and a driving roller to which the driving device connects, and the coil is twisted around the driven roller, the tension adjustment device further has:

helical ribs integrally raised from and wound around the driving roller, where the helical ribs are divided to two groups with opposite winding directions.

9. (Withdrawn) The moving-loop advertisement device as claimed in claim 4, wherein the at least two rollers are extendable in length.

10. (Withdrawn) The moving-loop advertisement device as claimed in claim 5, wherein the at least two rollers are extendable in length.

11. (Withdrawn) The moving-loop advertisement device as claimed in claim 3, said at least two rollers being a driving roller and a driven roller, wherein the driving roller is composed of a hollow central tube with two openings through which a first rod and a second rod respectively insert into the central tube; and the driven roller is composed of a hollow central tube with two openings through which a first rod and a second rod respectively insert into the central tube;

said tension adjustment device comprises a first coil, a second coil and a third coil which are respectively twisted around the central tube, the first rod and the second rod of the driven roller, where the first coil is formed by two connected segments with opposite

twisting directions around the central tube.

12. (Withdrawn) The moving-loop advertisement device as claimed in claim 11, said tension adjustment device further comprises:

helical ribs integrally raised from and wound around the center tube of the driving roller, where the helical ribs are divided to two groups with opposite winding directions; and

a fourth coil and a fifth coil, which are respectively wound around the first rod and the second rod of the driving roller.

13. (Withdrawn) The moving-loop advertisement device as claimed in claim 7, wherein the driving device is a motor.

14. (Withdrawn) The moving-loop advertisement device as claimed in claim 8, wherein the driving device is a motor.

15. (Withdrawn) The moving-loop advertisement device as claimed in claim 11, wherein the driving device is a motor.

16. (Withdrawn) The moving-loop advertisement device as claimed in claim 12, wherein the driving device is a motor.